



WFTV-TV  
P.O. Box 863324  
Orlando, FL 32886-3324  
ph: (407) 841-9000  
fx: (407) 841-8259

Advertiser Pol/Iss/FL Enterprise Foundation (17129)  
Agency/T-Code McLaughline & Associates (4825)/128268088  
Buyer CAMPBELL,MARIANNE  
Salesperson Telerep/Washington DC, Washington DC (1040)  
ph: (555) 555-5555  
Product Political - Issue (1068)  
Brand 654/FL ENTERPRISE FOUNDATION (140712)  
Acct Types National/Political  
Est/Headline 654/06399603  
Demo  
Revision  
Comments FL ENTERPRISE FOUND  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

Invoice 652976  
Inv Date 11/25/2012  
Terms Net 30  
Contract 339190  
Bill Type Standard  
Period 10/29/2012 - 11/25/2012

McLaughline & Associates  
919 Prince Street  
Alexandria, VA 22314

AgM

CO-OP/Order Type No/Normal  
Package  
Gen. Date 11/27/2012 1:43:11PM

Orlando (WFTV)

OFFICIAL BILLING INVOICE

| Line | Type | Scheduled            | Schedule Days to Run | Air Time             | Length |  | Copy/ISCI   | Amount    | Remarks       |
|------|------|----------------------|----------------------|----------------------|--------|--|-------------|-----------|---------------|
| 2.0  | Spot | 5:30:00PM- 6:00:00PM | Day,W-1,Th-1         | 10/31/12 5:53PM (We) | 00:30  |  | CDOR1202TVH | \$4500.00 |               |
| 2.0  | Spot | 5:30:00PM- 6:00:00PM | Day,W-1,Th-1         | 11/01/12 5:53PM (Th) | 00:30  |  | CDOR1202TVH | \$4500.00 |               |
| 3.0  | Spot | 6:00:00PM- 6:30:00PM | Day,W-1,Th-1         | 10/31/12 6:29PM (We) | 00:30  |  | CDOR1202TVH | \$6500.00 |               |
| 3.0  | Spot | 6:00:00PM- 6:30:00PM | Day,W-1,Th-1         | 11/01/12 6:23PM (Th) | 00:30  |  | CDOR1202TVH | \$6500.00 |               |
| 4.0  | Spot | 5:00:00PM- 5:30:00PM | Per week (1),We      | 10/31/12 5:13PM (We) | 00:30  |  | CDOR1202TVH | \$4500.00 | M/G For 1.0.1 |

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



|             |              |             |   |
|-------------|--------------|-------------|---|
| Gross Total | \$26,500.00  | Total Spots | 5 |
| Commission  | (\$3,975.00) |             |   |
| Net Total   | \$22,525.00  |             |   |

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.